



CITY OF LODI COUNCIL COMMUNICATION

AGENDA TITLE: Approve Summer Transit Pass Program

MEETING DATE: May 20, 2009

PREPARED BY: Public Works Director

RECOMMENDED ACTION: Approve the Summer Transit Pass Program.

BACKGROUND INFORMATION: At its meeting on May 6, 2009, Council accepted the City of Lodi Short Range Transit Plan (S RTP). One recommendation included in the S RTP was to initiate a transit marketing program that would, among other things, include a Summer Transit Pass Program. The purpose of the pass program is to increase ridership during the summer months and provide children with an alternative transportation mode during the daytime.

At a recent 2 X 2 meeting with the Lodi Unified School District (LUSD), City staff presented the Summer Transit Pass Program and LUSD staff supported the proposed pass program.

The program details are as follows:

- Cost is \$15 per pass
- Unlimited rides for two months on GrapeLine (not valid on Dial-A-Ride)
- Valid from June 15 through August 15, 2009
- For youth ages 5 to 17 years old
- GrapeLine service hours: Monday through Friday from 6:15 a.m. to 6:55 p.m.; Saturday/Sunday from 7:45 a.m. to 3:10 p.m.
- Purchase passes at City of Lodi Transit Station and Finance Department

With City Council's approval, staff will proceed with publicizing the program in the June Electric Utility bill.

FISCAL IMPACT: Funds are available in FY 2008/09 budget for the proposed marketing program. The pass program cost is estimated to be \$500.

FUNDING AVAILABLE: Transportation Development Act (TDA) funds (125056)

Jordan Ayers

Deputy City Manager/Internal Services Director

F. Wally Sandelin

Public Works Director

Prepared by Paula Fernandez, Transportation Manager/Senior Traffic Engineer
FWS/PJF/pmf
cc: Management Analyst Areida

APPROVED:

Blair King, City Manager